

Production and Marketingn Analysis of Sugar Apple (*Annona Squamosa L.*)

Kuojong Lin¹

Abstract

Taitung is the largest production area of Sugar apple in the world. Production and marketing cost were investigated. Sugar apple have 8-10 tons/ha. Its produceing value is 300,000-600,000 NT per ha. The cost of production for each kilogram is 31.2 NT. The out put and input ratio is 1.85. It showed that Sugar apple is a high economic valued crop in Taiwan. However, the comsuming amount is at only 3.2-3.8 Kg for each person. Postharvest had been emphasized at sorting and small packing. It was estimated by regressing analysis that the production and marketing will be balanced. High quality and good packing will be improved.

¹Associate Horticulturist of Taitung DAIS